

# Strategy Manager

Job ID  
REQ-10071184  
фев 06, 2026  
Тайвань

## Сводка

#LI-Hybrid

This role is based in Taipei, Taiwan. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

This is a role equivalent to a local Brand Manager OR global/regional/local sub-function specialists within a specific marketing sub-function.

You will define product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

In this role, you will report to the Business Lead.

## About the Role

### Key Responsibilities:

- Prepare strategic content for Integrated Brand Teams and Launch Teams to support brand objectives.
- Execute, monitor, and analyze tactical plans to drive brand growth and ensure delivery of agreed outcomes.
- Lead the development of promotional activities in compliance with internal SOPs and Code of Conduct.
- Manage brand budgets, forecasts, and expenses, assessing the marketing mix for cost-effectiveness and performance.
- Identify market insights and new opportunities through ongoing customer interactions.
- Implement centrally developed and regionally initiated marketing activities within the assigned territory.
- Monitor product performance and external market dynamics, taking corrective action to meet business goals.
- Collaborate with Marketing and Medical teams to maximize activities, including scouting centers/KOLs/OLs and identifying patient-segment needs.

### Requirements:

- Proven experience in an international pharmaceutical company.
- New product launch experience in marketing.
- Minimum 3 years of marketing experience in the pharmaceutical industry. Strong cross-country networking and communication skills.
- Demonstrated expertise in Project Management and Operations Execution.

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<https://www.novartis.com/about/strategy/people-and-culture>

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Дивизион  
International  
Business Unit  
Marketing  
Место  
Тайвань  
Сайт  
Taipei  
Company / Legal Entity  
TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd  
Functional Area  
Маркетинг  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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